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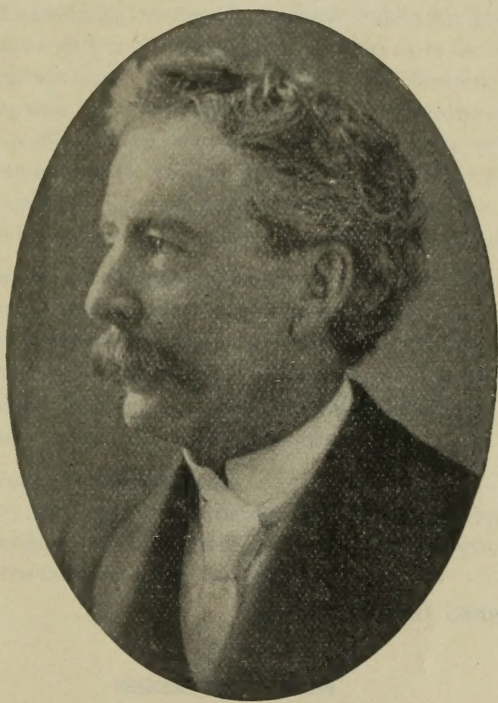
MAYNARD PLUM CATALOGUE



TWO YEAR OLD TREES OF **MAYNARD PLUM**, A BASKET OF RIPE FRUIT AND LUTHER BURBANK, THE ORIGINATOR, IN THE BACKGROUND.

It is an honor to California that Luther Burbank is its citizen. He is all that he has ever been said to be and more. He is a genius.

DR. L. H. BAILEY,
Dean of College of Agriculture, Cornell University.



LUTHER BURBANK.

MASTER OF MODERN HORTICULTURE.

Originator of MAYNARD PLUM Described in this Catalogue.

INTRODUCTION.

WE HAVE BEEN HONORED with a commission from Luther Burbank, of Santa Rosa, California, and have accepted the work of propagating for, and introducing to the Horticultural Public his grand new plum—**Maynard**, and appeal to all lovers of good fruits to help us in the introduction and dissemination of this his latest and greatest effort. Mr. Burbank has done more than any other living man in the introduction of new and valuable varieties of fruits and flowers, and he is still working away, and no doubt will bring forth from nature's store-house many more valuable varieties, that in turn will stimulate coming generations to plant and care for trees and flowers that will increase the world's wealth and add pleasure and happiness to the homes of millions of people yet unborn.

The **Maynard Plum** is sent out by Mr. Burbank with the assurance that it surpasses in quality and beauty of fruit any plum heretofore introduced. We bespeak for the **Maynard**, through the hearty co-operation of fruit-growers everywhere, such a sale as Mr. Burbank's best efforts so richly deserve and merit. The many testimonials received by Mr. Burbank from eminent authorities throughout the country easily give the **Maynard** first place amongst the best varieties of plums.

We are introducing the **Maynard** under a contract that gives to Mr. Burbank a royalty on each tree sold, and all will concede that he has well earned by his long years of toil in the origination of new fruits and flowers all that will come to him in honor and money from the sale of this new plum.

OREGON NURSERY COMPANY, Lmt'd.

Whom it May Concern:

This is to certify that I have, under royalty contract, assigned to the **Oregon Nursery Company**, of Salem, Oregon, the sole right to propagate and introduce my new plum—**Maynard**, and that no other person has ever received any buds or scions, or have any right to propagate or introduce the **Maynard**, except under contract from the **Oregon Nursery Company**. I consider the **Maynard** one of the best plums that I have ever introduced.

Dated at Santa Rosa, California, this first Day of December, 1902.

(Signed) LUTHER BURBANK.

The Grand New Plum—MAYNARD.

We introduce the **Maynard** with every confidence that it will prove the peer of any plum that has heretofore been propagated, and do so with every assurance that it will prove a great acquisition to the home garden and orchard and will be a most profitable plum for the commercial orchardist, combining, as it does, large size, excellent flavor and color, with shipping qualities not found in any other plum. When we consider that samples of the **Maynard** were shipped through the mails during the warmest months of Summer from Santa Rosa, California, across the mountains and plains to Vermont and were returned to Mr. Burbank at Santa Rosa in perfect condition, it becomes evident that the **Maynard** combines the great carrying qualities necessary for long distance shipment, which is the essential consideration in a shipping plum, and one which is often lacking in varieties possessing flavor and other good qualities.

The horticultural public have been for many years looking for a plum that would give them not only the fine quality that would remind their city customers of the fruit eaten in youthful days, but would also admit of being carried to distant markets in perfect condition. Mr. Burbank, himself, the greatest originator of plums in the world, has striven for many years to accomplish this end, and in the many splendid plums he has previously introduced, has often almost reached this point of perfection.

In the **Maynard** he has given to the horticultural world his latest and greatest effort in the plum line and we believe he has reached the point of perfection. The **Maynard** begins to ripen about July 1st, at Santa Rosa, California, following closely after that other magnificent introduction of Burbank—**Climax**, and just at a season of the year when plums are in best demand in the great markets; but instead of coming and going swiftly as is the regrettable habit of plums, the season of ripening for the **Maynard** extends all through July and far into August.

In size it is very large, often measuring seven and one-half inches or more in circumference; form nearly round, slightly flattened at the ends; of richest crimson-purple, deepening to royal damask as full ripeness is reached. A more beautiful fruit were hard to imagine. The flesh is firm even when dead ripe, but melting and juicy, with a deliciousness indescribable. Beside this combination of beauties to delight the eye and palate, the ripe fruits have a charming fragrance unusual to plums. Few fruits could please so many of the senses as this new beauty, now added to Mr. Burbank's list of triumphs.

In vigor of tree and habit of growth it far surpasses any other plum. In its evolution Mr. Burbank has preserved to a remarkable degree every desirable trait, carefully suppressing the thorny, slender, sprangling tree-habit of plums, and we have it sturdy, strong, and a very rapid grower, spreading just as large as it ought to and no more. It fruits heavily every year, not overbearing, but yielding a full, vigorous, satisfactory crop. Add to these admirable points, the fact of its heavy, luxuriant foliage and its habit of bearing its burden of fruit on the inside of the tree, where is the greatest strength, and we have little else to ask for in a plum.

When we consider the many thousands of fruits that Mr. Burbank originates and the few that he introduces, we have a better appreciation of the great care he exercises in sending out a new variety. He has made it a rule never to offer to the public any of his specialties until he has thoroughly tested them himself, from every standpoint, and feels satisfied that they are an improvement over varieties previously introduced; and although Mr. Burbank received such flattering comments on the **Maynard** in July, 1900, as these words from Prof. Maynard, the eminent horticulturist, in whose honor the plum was named: "I consider this the best plum, all things con-

sidered, that I have seen on your place to-day," Mr. Burbank went on and fruited it for two more years before offering it for sale, making five years in all that Mr. Burbank has fruited the **Maynard** in his famous experimental and testing grounds, always watching for some weak point that might develop in this new fruit. It was not until he had thoroughly satisfied himself that the **Maynard** possessed unusual points of beauty, flavor, and shipping qualities of the fruit, together with a vigorous, hardy, and healthy growth of tree, that he consented to introduce it.

In the **Maynard Plum** we have a tree that is perfection itself—a strong, vigorous constitution, dense, compact head, with large apricot-like leaves, thickly distributed over the entire tree, forming a protection for the young fruit from winds and rain in the early Spring, and a shelter from the intense heat of the sun later in the season. The branches are strong and sturdy, well able to bear up the heavy load of fruit which the **Maynard** always brings forth.

Luther Burbank.

We do not like the term "Wizard" as applied to the originator of this and so many other priceless fruits. Not a "Wizard" who practices to deceive, but rather the Artist, studying deeply, earnestly, the principles underlying plant production, and applying them to the ends that shall be the ideal he has set before him. Delving deep for truth, and when he has found it, using it as does the sculptor his chisel, to "let the angel out." of his block of marble.

From Burbank's earnest thought, and the years of patient determined work following thereon, have come new creations of trees and plants, marvelous fruits and flowers, so wonderful and charming that small wonder the quiet man who did all this should be called "Wizard." But let us call him rather Master of Modern Horticulture. For certainly no man has so successfully mastered and applied the great principles underlying the genealogy of plants. We would not give him a title taken from the dark ages, when mystery prevailed in the minds of men, but place him at the head of that great modern industry which has made such wonderful progress in the last decade. "Master of Modern Horticulture,"—more honored title than "Master of a Thousand Battlefields," or "Master of the Greatest Nation of the Earth."

His personality impresses you as one of intense quietness. As of an exterior hushed, the better to sense the wondrous mysteries of plant development. With all of his achievement there is nothing of vaunting.

With simple earnestness,—even almost with reverend awe,—he speaks of those nature-forces he makes use of to build his grand new types.

Only in teaching,—in telling how best to produce and utilize these new creations,—does he come out from that other life and talk willingly. At other times his being seems devoted to the exercise of that,—shall we call it a sixth sense—not seeing, hearing, smelling, touching, tasting,—but in some way comprehending and using plant forces to work out certain conceptions that shall give to the world something of great value and utility.

Vanity in him has no part. You hear him quietly and humbly wonder why it is that nature simply refuses to accept certain combinations or propagations, even though more radical ones in similar directions are a complete success. He only says—as of a secret not yet revealed—that he "doesn't know why."



This is a Basket of Ripe Fruit of the MAYNARD.

AREN'T THEY BEAUTIES!!!

Extracts From Mr. Burbank's Letters to the Oregon Nursery Company on the Maynard Plum.

"I enclose you my descriptions of the **Maynard Plum** for 1899, 1900 and 1901, which I always make of each unusually promising variety for my own use, and also recommendation from Prof. E. J. Wickson, of the State University of California, and a letter received yesterday from the United States Department of Agriculture.

"1899—**Maynard**—ripe July 15th; (on almond tree near subcordata tree); color deep, clear, purplish crimson; thin blue bloom; flesh light yellow, marbled with red; pit small or medium; flesh firm, very delicious, sweet, highly flavored; exceedingly promising; unusually strong grower; heavy wood with very large, broad leaves, widest toward the tip, dark glossy green; prominent buds; very productive and of even size."

"1900—**Maynard**—ripe July 5th."

"1901—**Maynard**—ripe July 1st; magnificent, on grafted trees; fruit improved in form and size, foliage and growth very remarkable; big leaves, powerful grower, large wood; form nearly globular, slightly flattened, very elegant in appearance; ships perfectly by mail across the continent, retains its beauty and flavor; early and abundant bearer; never fails."

"The eight or ten two-year-old trees are making the most remarkable growth that I remember to have seen, with great, healthy, broad, dark green, apricot-like leaves. The trees are perfect beauties, the very picture of vigorous health. You may rest assured in introducing the **Maynard Plum** that you never before have had as valuable a fruit to introduce."

"Probably the plan for 1900, which I send you, is nearer the exact form and size of the fruit, though there is sometimes a slight elevation of the apex as represented in the 1899 specimen. I should say that one-eighth to three-sixteenths of an inch added to the length and breadth of the largest specimen, 1900 plan, will about make the exact size of the fruit as it grows on the young grafted trees."

LIFE AND WORK OF LUTHER BURBANK.

Written Especially for the Oregon Nursery Company's Maynard Plum Catalogue.

BY EDWARD J. WICKSON, A. M.

Professor of Agricultural Practice in the University of California; Author of "California Fruits and How to Grow Them;" and "California Vegetables in Field and Garden;" Horticultural Editor of the "Pacific Rural Press," of San Francisco, etc.

The most eminent plant breeder in the world is Luther Burbank, of Santa Rosa, California. In the course of thirty-five years of devoted research and tireless experimentation, he has made notable additions to the science of plant growth and the results of his observation are diligently sought for by biologists from all parts of the world, who cross oceans and continents to visit him, and those who cannot command personal interview treasure deeply all that can be secured from him through correspondence or through his published writings. One who has the authority to speak on the side of science recently said of Mr. Burbank: "In his ability to penetrate behind the facts to the laws which make facts significant he resembles Darwin, whose

spirit and method he exemplifies." It is not, however, the value of Mr. Burbank's life and work from a scientific point of view, which is to be emphasized in this connection. It is mentioned merely to show the depth and breadth of the man whose wonderful achievements have lifted horticulture to a closer kinship with science than it has been accorded hitherto.

In a sketch specially prepared to accompany a business announcement, of one of Mr. Burbank's wonderful new fruits, it is fitting to speak particularly of what seems to the writer one of his most striking and valuable characteristics, and **that is his keen perception of practical value in horticultural creation and his ruling purpose to perpetuate only those forms which at some points meet and answer human desires and needs.** Mr. Burbank is actuated continually by a longing to elevate, to ennoble, to advance his fellow-men, and he sees in plant improvement a means to lift human aspiration and to enhance human prosperity. But here again we have reached a point of view which it is not intended to occupy. Mr. Burbank's service to philanthropy, like his service to science, is only to be glanced upon in passing. His acute perception of the scientific needs of the horticulturist in his effort to supply food-plants and beauty-plants to meet all tastes and commercial requirements, is remarkable. His plans and efforts to develop new varieties possessing striking commercial value are a perfect demonstration of the fact that one can serve science and cherish philanthropy without becoming visionary. That Mr. Burbank has, in the midst of conceptions and discoveries, which would lift many to the skies, retained his firm footing upon the world's industrial surface and has continually held in view the business interests of producers and consumers of various horticultural products, discloses in a striking way the unique traits of the man and the wonderful width of his value to the world.

Mr. Burbank entered upon his life work from the practical side. He was born in Worcester County, Massachusetts, in 1849, and his early years were passed amid the constant suggestions of quickly and effectively doing things which surround life in a New England manufacturing town. Even in his boyhood he entered a factory and by the invention of a machine, showed the owners how to cheapen their product. His creative imagination was thus early manifested. But he inherited tastes for outdoor activity rather than for the bustle and clatter of the workshop and his imagination seized upon the possibility of plant improvement as more inviting than mechanical invention. While still a youth he won a victory the echoes of which are still strongly resounding in the wide popularity of the Burbank potato, and the almost incalculable industrial value which it has conferred upon mankind for a third of a century. His entry upon fame was by way of exhibits of improved vegetables at the county fair and their praise in the county newspaper. His practical notions of securing better things, which were better because more useful, actuated his effort from the beginning, but he was not narrow in his view. He was amply endowed by nature with self-confidence and the spirit of adventure, but even this was dominated by what may be called practical ideas. He soon saw that to produce better things in the plant line, better climate was a powerful advantage and such was his purposeful adventure that he sold his famous potato, which has added millions to the wealth of the country, for such a sum as could be had for it and reached California in 1875 with little more than youth, talent, courage and a few potatoes to capitalize his new enterprises. Plant propagation, however, he knew, and while his mind was ever running upon creative horticulture as his life work, he busied himself so successfully for a few years with nursery business that he accumulated money, bought land and so fitly circumstanced himself for research and experimentation that he could carry, without appeal for outside aid, an amount of original and non-productive work in horticulture, which no other man has thus far compassed even with the aid of endowments and subsidies. This achievement is unmistakable demonstration of business ability and practicality which

naturally gives those who know of his career greater confidence in the value of his creations as measured by commercial standards. That such measurement was justified can be shown by a few illustrations:

The plum which bears Mr. Burbank's name was not originated by him, but its success shows how keen was his prophetic insight of the points of promise in a fruit. Of the many forms which he secured very early from Japan, he selected this for wide introduction and his judgment has been approved, for the Burbank plum, says Prof. Waugh, writing for the whole country, "is one of the best and most popular Japanese plums; early and heavy bearing, freedom from insects and diseases, large size and attractive color make it a desirable market fruit."

The creation of the hybrid plum Wickson, illustrates Mr. Burbank's appreciation of specific points of market value in a fruit and his wonderful way of reaching an ideal which embodies notable practical value. The unique heart shape, so unusual to American eyes, so unplumlike and therefore attractive; the rich garnet color suffused upon a rich yellow, the latter a declaration of the light apricot flesh beneath; grand size accompanied by perfect symmetry and finish; a reservoir of juice embodying the whole gamut of oriental flavors; keeping and traveling qualities of the utmost durability— all these are combined in the Wickson and it is not surprising that its first sales in Chicago made the record for plum prices in this country, and gave irrefutable commercial demonstration that Mr. Burbank knows the practical points of value well, and does not place upon the market freak fruits which might be expected from a "wizard of horticulture," an exceedingly unsuitable term which thoughtless writers have conceived that they honored Mr. Burbank by using. It is an unsuitable term because it excludes the discrimination between what is merely wonderful and that which is both wonderful and highly useful.

Glance for a moment at the **Shasta Daisy**. A wizard lacking appreciation of practical considerations would probably have stopped when he conjured up an ox-eye daisy as broad as his hand and have flashed his product in the eyes of the world, calling for worship. Mr. Burbank did not. He carried his wonderful creation along several lines of improvement which would enhance its value from a florist's point of view. He lengthened and stiffened the stem; he arranged and shaped the petals; he changed the profile of the dazzling blossom—all these and other changes being secured by the legitimate arts of plant breeding, guided by the deep conviction that the large, yellow-centered disk should not only be good, but definitely good for something. The same achievement brings pleasure to one with taste for decoration and money to the commercial grower—two practical ends which an originator less able and less appreciative of actual utility might have failed to combine.

If Mr. Burbank had not possessed such keen perceptions and rich talent on the horticultural side, he would either have failed or have lost his present independent standing, long ago. He could never have provided for his immense undertaking through so many years as he has done and would have been either sold out by the sheriff or swallowed up by some well endowed institution, which could promise him comfort instead of struggle. But he has hitherto respectfully declined all such offers which might divert his effort and seems about to gather, in large measure, the fruits of his long and lonely labors. The effort, which he has never lost sight of, to produce things with strikingly new characters to meet the tastes and needs of mankind and **to reward the productive industry which supplies them in commercial quantities** is attaining results in wonderful profusion. It is quite doubtful if all of them could have been reached if Mr. Burbank had been relieved of the requirement of self-support. To produce varieties both of fruits and flowers, which were not only wonderful, but worth growing from a business point of view, made it absolutely necessary for him to set up standards of great variety and difficulty and to attain unto them.

We get an idea of how definite Mr. Burbank's aims are in his work for new fruits and how fully he covers growers' interests, from an address which he delivered before the California Fruit Growers' Convention of 1899, at San Jose:

"With the world as a market, competition is keen, and only the best fruits in the best condition will pay; fortunately, it generally costs much less per ton to produce large, first-class fruit than to produce the poorest and meanest specimens that are ever offered. Small fruit exhausts the tree much more rapidly than large fruit, as one pound of skin, stones, and seeds represents at least ten or twelve pounds of fruit pulp; it will thus readily be seen that improved varieties, which produce uniformly large, fine fruit, are more economical manufacturers of fruit, and also that the product is more salable; the difference in many cases will decide between success and failure.

Many varieties have two or three superior qualities, but woefully lack in many others; some have a very weak and imperfect root system, no matter on what stock they may be grafted; others have scanty foliage, which readily falls a prey to drought or to fungus or insect enemies. Others are especially subject to blossom blight by late Spring frosts, parching winds or rain; still others, though bearing the best of fruit, are so sparing of it that they are outstripped by others of less value. Numerous other faults are too well known to all observing fruit-growers.

The fruit-grower of to-day is strictly a manufacturer, and should have the latest and best improvements. The manufacturer of pins and nails would not long tolerate a machine which failed to produce pins and nails every other season, or one which produced even occasionally an ill assorted, rusty, unmarketable product. And revolutionary as it may at first thought appear, there is no good reason for permanently producing poor fruit, for in time new trees will be produced which will produce good fruit with the utmost regularity and precision. Of course, there never can be one variety which will be the best for all purposes, but it is perfectly possible to produce varieties which, for their own special use, can be relied upon to produce full crops of the best fruit without fail; all this must be done by careful selection and breeding."

Thus Mr. Burbank clearly announces his adherence to industrial standards. This devotion to the practical interests of horticultural production and trade, makes it impossible for him to drift into the ranks of visionaries, and at the same time conveys to those who patronize his varieties, assurance that they are not securing untried novelties, but are really gaining a share in something which, though new to the producing interest, has been proved by the severest economic and horticultural tests, and which will, where growing and selling conditions are suitable, produce the value claimed for it.

How keen is Mr. Burbank's sense of responsibility in the introduction of new varieties to public patronage, is shown by the following, which is also taken from his San Jose address, to which allusion has just been made:

"It has been said that it were better for a man that a mill-stone be hung around his neck and that he be cast into the sea than that he should introduce a fruit or flower which should prove to be of no value. In the introduction of a fruit or flower no one who has not been through the experience can fully appreciate the sense of responsibility, and no one can more deeply lament a failure than the introducer."

Another important consideration should also be noted. Mr. Burbank's adherence to practical standards has not dwarfed his conceptions nor narrowed his sympathies. He has also cherished and enjoyed the finest sentiments and been actuated by the broadest philanthropy. Speaking at the recent International Plant Breeders' Conference in New York, of the broad vistas of success and influence which open before the plant breeder, he said:

"But these vast possibilities are not alone for one year, or for our own time or race, but are beneficent legacies for every man, woman and child who shall ever inhabit the earth. And who can estimate the elevating and refining influences and moral value of flowers with all their graceful forms, bewitching shades, combinations of color and exquisitely varied perfumes? These silent influences are unconsciously felt even by those who do not appreciate them consciously, and thus with better and still better fruits, nuts, grains, and flowers, will the earth be transformed, man's thoughts turned from the base, destructive forces to the nobler productive ones which will lift him to higher planes of action toward that happy day when man shall offer his brother man, not bullets and bayonets, but richer grains, better fruits, and fairer flowers."

Although Mr. Burbank has been continuously engaged in plant breeding for more than a third of a century, he is still in middle life. Fortunately he began early and arrives at the fullness of his command of his subject with many years remaining in which to pursue with undiminished energies his reasonable policies, to secure the results of his distinguished abilities and to attain the ends of his lofty aspirations.

Testimonials on the Maynard Plum.

Phoenix, Arizona, July 28, 1902.

LUTHER BURBANK, Santa Rosa, Cal. :

My Dear Mr Burbank—The Maynard Plums you sent reached me in excellent condition. They are certainly a fine fruit—as good a plum as I have ever seen. Thanking you for remembering me with specimens of this excellent plum, I remain,

Sincerely yours,

A. J. McCLATCHIE, A. M.
Agriculturist and Horticulturist, University of
Arizona, Agricultural Experiment Station.

U. S. Experiment Station,
State Agricultural College,
Brookings, S. D., July 26, 1902.

LUTHER BURBANK, Santa Rosa, Cal. :

Dear Sir—The two specimens of Maynard Plum were received day before yesterday in perfect condition. Its good qualities may be all condensed into the one word, *magnificent*. I trust it will soon be common on our markets. Its size, fine flavor and fine color will commend it to the popular taste.

Yours truly,

PROF. N. E. HANSEN.

411, 413, 415 Sansome St.,
San Francisco, Cal., July 30, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal. :

Dear Sir—We beg to acknowledge receipt of sample of the Maynard Plum. We are very much pleased with it and think it ought to be a *splendid* seller.

Yours truly,

COX SEED CO.,
per Thos. A. Cox.

Estate of John Bidwell, Rancho Chico,
Chico, Cal., Jan. 1, 1903.

MR. LUTHER BURBANK, Santa Rosa, Cal. :

Dear Sir—Last Summer I received from you a couple of samples of one of your new creations, called the Maynard Plum. Unfortunately the package—which came by mail—arrived during my absence from home and was not opened for a week or ten days afterwards. I found the fruit, however, in *fine, firm condition*, and showing no signs of serious deterioration. In flavor it was not only *perfectly free from any flat or insipid taste*—such as usually pertains to fruit which has been picked such a length of time—but it retained that sprightly, seductive flavor which brought to mind the complete satisfaction my boyhood appetite was wont to receive from a feast on a certain variety of wild plum which grew in my native state of Ohio. While boyhood appetite may have been partially responsible for the keen appreciation of this wild plum's quality—the flavor of the Maynard comes nearer to fulfilling that joyous recollection than anything I have tasted in recent years.

Very truly yours,

C. C. ROYCE, Mgr.

Office of T. V. Munson & Son's Nurseries,
Denison, Texas July 29, 1902.

LUTHER BURBANK, Santa Rosa, Cal. :

My Dear Sir—The Maynard Plum came to hand last evening in perfect condition. It measured plump $1\frac{3}{4}$ inches in diameter, nearly spherical; firm, meaty, dark crimson, flesh breaking, almost melting, sprightly, rich; flesh somewhat reddish near the skin, becoming yellow toward the stone; stone large, ovate, flattened, free. Altogether a very handsome and excellent plum.

Thanking you for the favor, I am,

Very truly yours,

T. V. MUNSON.

Burbank's Experiment Farms,
Santa Rosa, Cal.

OREGON NURSERY COMPANY, Salem, Ore :

Dear Sir—Two Maynard plums sent during the heat of July to Fontella, Vt., July 21, 1902, were returned to Santa Rosa and received August 2d. Both received in *most perfect condition*. They were sampled by good judges and pronounced of extra fine quality, *notwithstanding their double transcontinental journey during a term of unusual heat in a common express car without ice or any other cooling device*. The address should have been Fontella, Virginia, and that was the reason of its return.

Yours truly,

LUTHER BURBANK.

Santa Rosa, Cal., August 14, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal. :

Dear Sir—A plum which can be sent from California to Vermont, be returned to our Golden State and arrive in such perfect condition as did the Maynard Plum, which I had the pleasure of tasting on its return, should have been named the "Jolly Traveler." The color was as rich, the form as perfect and altogether it was as fresh in appearance, after its travels, as the ones which had been picked from the parent tree that very day. I believe it could be sent across the ocean so excellent are its keeping qualities. But not alone was it good to look at—it was sweet, juicy, yet firm, and most delicious in flavor.

Sincerely yours,

A. B. KUMLI.

Librarian Free Public Library.

Corvallis, Oregon, July 25, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal. :

My Dear Sir—The sample of Maynard Plum came in excellent condition. I should say it is a most excellent variety. Sincerely,

E. R. LAKE.

Botany and Horticulture,
Oregon Agricultural College.

Witter Medical Springs,
Lake Co., Cal., July 29, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal. :

Dear Friend—Mrs McCormick and myself tried the Maynard Plum and the delicious flavor exceeded anything in the plum line that it has ever been our lot to taste. It is simply elegant.

R. MCCORMICK.

St. Joseph, Missouri, July 24, 1902.

LUTHER BURBANK, Santa Rosa, Cal. :

My Dear Sir—Yours of the 16th is at hand; also the specimens of the plum—the Maynard. The fruit arrived in remarkably good condition considering its long journey; we pronounce the plum of *splendid quality*, very rich, and in every way desirable.

Yours very truly,

Western Fruit-Grower.

JAMES M. IRVINE, Managing Editor.

Des Moines, Iowa, July 31, 1902.

LUTHER BURBANK, Santa Rosa, Cal. :

Dear Sir—I have received your favor of July 23d, stating that you have sent specimens of your new hybrid plum, the Maynard; also the plums have come, and are extremely fine.

With kindest regards believe me as always,

C. L. WATROUS,

President American Pomological Society.

Texas Agricultural Experiment Stations
of A. and M. College,
College Station, Brazos County, Texas,
August 2, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal.:

Dear Sir—The samples of the Maynard Plums
you sent reached this station on the 31st inst.
They were in splendid condition and of fine
flavor and quality. Very truly yours,

ED. J. KYLE.

Hatch Experiment Station and Massachusetts
Agricultural College, August 8, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal.:

My Dear Mr. Burbank—The sample of the
Maynard Plum came in good condition and am
pleased to know of its merits. As I saw it on
your grounds it seemed the *best in quality of*
any of the hundreds we tested. Its large size, fine

quality and productiveness make it one of the
most valuable of your introduction.

Thanking you for the sample of the plum, I am,
Very truly yours,
PROF. S. T. MAYNARD.

(The distinguished horticulturist in whose
honor this splendid fruit was christened —
Maynard.)

Washington, D. C., July 27, 1902.

MR. LUTHER BURBANK, Santa Rosa, Cal.:

Dear Sir—I beg to acknowledge receipt of two
boxes of very fine specimens of your hybrid
plums. I wish to speak specially of the Maynard.
This I consider the *best of all the specimens re-*
ceived. It has a very rich peach flavor of high
quality; it was very juicy and of dark colored
flesh.

Yours truly,

G. H. BRACKETT,
Pomologist, United States Department
of Agriculture, Washington, D. C.

From the Western Fruit-Grower, Aug. 1902.

The accompanying illustration shows one of Luther Burbank's new plums, **Maynard**, named for Professor Maynard of Amherst College, Mass. The photograph was taken from two specimens which Mr. Burbank sent the Western Fruit-Grower, and which arrived in perfect condition. Regarding the plum, **Maynard**, Mr. Burbank writes:

"By mail to-day I send you some rather small specimens of my new hybrid plum, **Maynard**. They of course have to be picked quite green in order to ship safely. A Professor of Amherst College, Massachusetts, who saw them growing on my place several years ago, pronounced them the best plum he had ever tasted. The **Maynard** is a great bearer, with immense, apricot-like leaves, and the strongest grower of any thing which I have seen in the plum line. These specimens are from two-year-old trees, and are about half the usual size, but I have no others now in the right condition."

The **Maynard** is certainly a large plum, if the specimens received were only half size, for the larger one of the two was about two inches in diameter. The illustration reduced the size somewhat. The quality of the plum is excellent, very sweet, without the sickening sweetness noticeable in some other varieties. The flesh of the plums was red, the skin a very deep red; juice very rich and heavy. The cuts do not show the beauty of the plum as it should be, as the bloom was almost entirely rubbed off the specimens when received. Certainly the **Maynard** plum, if the tree and bud are hardy, should be well received, for the quality of the fruit and its attractiveness will commend it to all.

Description of the Maynard Plum, Copied From Page 218, "Plums and Plum Culture,"

by F. A. Waugh; Orange Judd Co., Publishers, N. Y.

"**Maynard**.—*P. triflore*. x *P. simoni*.—Fruit oval, obliquely truncate, large to very large; cavity medium deep, broad; stem medium length; suture obsolete; color deep, dull red; dots very many, minute; bloom thin, whitish; skin thin; flesh yellow, reddening from the outside, meaty; stone medium large, oval, flattened, roughened, perfectly free; flavor rich and sweet; quality extra fine. Originated by Luther Burbank and named by him in Vermont. Experiment Station Report 12: 226. 1899. Named after Professor S. T. Maynard; a very fine plum."

A MAKER OF NEW FRUITS AND FLOWERS.

How Luther Burbank Breeds New Varieties of Plants on his California Farm; His "Plum-Cot," A Hybrid Between a Plum and an Apricot—Stoneless Prunes—His "Shasta Daisy," a Wonderful Long Blooming Flower, Four Inches in Diameter, Bred From the Common Daisy, a European Species and a Japanese Variety.

BY LIBERTY H. BAILEY,

Professor of Horticulture in Cornell University. From the *World's Work*, September, 1902, by Permission of the Author.

In an article by myself in the July number of the *World's Work*, occurred the statement that more than half the people of the United States live on farms. The "Half" was an error, and fortunately, so large an error as not to mislead. Yet it is probably true that half the people are interested in farming, using the word "farming" in its broad sense to comprise the interest in plants and animals. One need not be a farmer by occupation in order to be interested in farming. Thus it comes that the work of a man like Luther Burbank appeals to an immense constituency. A new flower or fruit may interest hundreds of thousands of people. In the best sense, the making of new plants is popular.

Luther Burbank is a breeder of plants by profession, and in this business he stands almost alone in this country. He was originally of New England, where he bred the Burbank Potato. He is now in middle age. For many years he has been a resident of Santa Rosa in the beautiful and fruitful Sonoma Valley, north of San Francisco. Here he has made his reputation, and California may well be proud of him. So many and so striking have been the new plants that he has given to the world, that he has been called the "wizard of horticulture." This sobriquet has prejudiced many good people against his work. Luther Burbank is not a wizard. He is an honest, straight-forward, careful, inquisitive, persistent man. He believes that causes produce results. His new plants are the results of downright, earnest, long-continued effort. He earns them. He has no other magic than that of patient inquiry, abiding enthusiasm, an unprejudiced mind, and a remarkably acute judgment of the merits and capabilities of plants. He is very quick of perception, is an intent listener. He is inclined not to talk of his work, but to one who has a genuine interest in his experiments he talks freely and frankly, but never boastfully. He shows you his plants, tells you how he produced them, then allows you to make your own judgment of their merits. You feel his kindly and gentle spirit, and before you know it you love him. It is true that his place is closed to visitors, but this is because he has learned that most visitors are attracted by mere curiosity. If you are an honest and earnest inquirer, the place is yours. He tells you all. There are no secrets.

A neat little place in Santa Rosa is his home. A white picket fence incloses it. His hybrid walnuts form an attractive row in the street. The small lawn is as green as that of an eastern city. There are many good specimen plants in the yard. A handsome fan palm with vine-covered trunk is the central figure. Between clipped low hedges a straight board walk leads to the house, which is a simple vine-covered cottage as retiring and mild-mannered as the man himself. Here he resides with his aged mother. For this mother and for his plants Luther Burbank lives. At the left is a small green-house; and in trim rows and neat board bordered beds are samples of many plants which he is working.

The little place at Santa Rosa, however, has long since ceased to be Burbank's chief experimental ground. It is small and it is not free from molestation. His

chief farm is in the open farming country at Sebastopol, several miles away, on the gentle slope of a low hill. Although no one lives on the Sebastopol place depredators are unknown. If a berry or a flower hangs through the fence, even the little children do not touch it, for they have been told, that these things are Luther Burbank's.

Altogether, Mr. Burbank has about twenty-five acres, most of which are devoted to experimental work. Here he grows his plants, not in tens or in scores, but in hundreds and in thousands. He believes in great numbers. Thereby is there the greater chance for success. Not more than one plant in a million is worth introducing. Judged by present indications, perhaps the three most useful things that he has yet introduced are the **Wickson** and **Burbank** plums and the **Shasta Daisy**.

There are two elements in plant-breeding—making the plant to vary, and selecting and improving the best of the variations. One of the most fruitful means of making plants vary or “break” is to cross them. Thereby are their customary characters upset. In a wholesale way, Burbank crosses his plants. From an entire tree he will pick such proportion of flowers as would be likely to fall from natural causes. The remainder, numbering hundreds, he will cross. Before the flower opens he cuts off the petals. Thus the bees are not attracted and they have no foothold. Then he applies the pollen with a free hand. This pollen is usually collected the day before from flowers that are picked and dried. All the seeds resulting from the cross are sown. Of a thousand seedlings a dozen may be promising. These are saved and perhaps they are crossed with some other plant. Again the seeds are sown; and thus the process continues until a desirable form is secured, or until it seems to be futile to carry the experiment farther. The judgment as to what will likely be good and what bad is the very core of plant-breeding. In this judgment Burbank excels. Not to many men is given this gift of prophecy. Burbank calls it intuition. He cannot explain it any more than another man can explain why he is a good judge of character in human beings. Long experience and close observation have directed and crystalized this faculty of his, until it is probably as unerring as such faculties can be.

Burbank loves all plants. He has worked with fruits, vegetables, flowers, grains. His flowers and other quick maturing things are usually grown in long, scrupulously tilled rows. Fruit trees have so long a period from seed to fruit that scions are taken from them when one or two years old, and these are grafted into the tops of bearing trees. Thereby he secures the fruit sooner. In one tree there may be scores of kinds of fruit bearing. Of most fruits he expects the graft to bear in two or three years from the seed. At the same time he may allow the original seedling to remain, thus securing two sets of the same plant with which to work. The fruit trees are planted very close in rows, and as soon as any plant proves to be worthless it is removed, and another may be planted or grafted in its place. The rows soon come to be collections of the most unrelated curiosities.

Mr. Burbank no longer makes any serious effort to keep a written record of his crosses. He remembers the parentage. In many cases he applies the pollen of two or more kinds of plants to one flower. He does not know which pollen will “take.” Neither does he always remove the stamens from the crossed flowers, as we are always advised to do in order that the plant may not be self-pollinated. In practice he finds that this precaution is usually unnecessary, for the pistil is likely to refuse pollen from the same flower. When the seedlings come up, he can tell what the cross was; or if he cannot it matters little, for he is not making his experiments primarily for the purpose of accumulating scientific records, but in order to obtain definite

results in new varieties. Yet, so careful and acute are his judgments that one places great confidence in his conclusions as to parentage; and many times he makes crosses with every scientific precaution. I must confess I was skeptical as to the existence of the "plum-cot," or the cross between the plum and apricot; but now that I have seen many of the trees in bearing I am fully convinced that he has produced plum-apricot hybrids. The marks of plums and apricots are to appear in the fruits and trees to be doubted.

Mr. Burbank gets unusual hybrids because he crosses great numbers of flowers and uses much pollen. He is skillful in the technique. He also dares. He has no traditional limitations. He knows no cross that he may not attempt. He has not been taught. Therefore he is free. The Professor of Horticulture would consider it beyond all bounds of academic and botanical propriety to try to cross an apple on a blackberry; but Luther Burbank would make the attempt as naturally as he would dig a new lily from the fields.

It is Mr. Burbank's natural desire for experiment that has led him into this novel and delightful work. He secures his livelihood from the new varieties he sells to seedsmen and nurserymen, but his experiments are so extensive and he tries so many things for the mere zest of it, that he does not make money. His real interest in his work is not pecuniary; yet he deserves well of worldly goods, and some philanthropist could render a good service to mankind if he would endow this experimental garden and allow its proprietor to devote his whole energy to research. The best fruit-growers of California prize Burbank's work, and are confident that his varieties will win. In visiting his place one feels regret that scientific record is not being made of these rich experimental results. Mr. Burbank shares in this feeling and he would welcome any careful and sympathetic student who should essay to make a permanent record of the work as a contribution to scientific knowledge. His place is an experiment station of the best type. His work makes for progress.

What Eminent People have Said About the Originator of the Maynard.

No other man has given to horticulture so many valuable things as has Luther Burbank. The list of fruits he has given to this country is a large one and embraces some of the most valuable varieties now grown.

PROF. E. J. WICKSON, A. M.,
Professor of Agricultural Practice of the University of California.

Luther Burbank, the greatest originator of new and valuable forms of plant life of this or any other age.

DR. DAVID STARR-JORDAN,
President Leland Stanford Jr. University.

Nothing seems to daunt him until success finally crowns his efforts.

HON. S. F. LEIB,
of San Jose, Cal.

It is an honor to California that Luther Burbank is its citizen. He is all that he has ever been said to be and more. He is a genius.

DR. L. H. BAILEY,
Cornell University, N. Y.

He stands easily at the head of the world's greatest experimentalists in plant life.

W. ATLEE BURPEE,
Philadelphia, Pa.

Every one of your plants is a monument in your honor.

PROF. C. C. GEORGESON.

Kansas State Agricultural College,

I have long since learned to expect only the best from your hands.

FRED C. SMITH.

Aldgate, South Australia.

Those who have followed Luther Burbank's life work in the scientific production of new creations in fruits and flowers will require no better testimonials for a new variety than that it has been originated by Mr. Burbank and sent out with his commendation.

G. L. TABER,

Glen St. Mary, Florida.

A wonderful work with plants.

J. N. WINITZA.

Podolio, Russia.

We wish to have a permanent bound record of the origin of these wonderful new fruits and flowers, the creation of which is building up a monument to you which will remain for generations.

WHANGAREI FRUIT GROWERS ASSOCIATION.

New Zealand.

While I have long been impressed with your work, I am now overwhelmed with the vast amount of good which you have been able to accomplish. I respect your work above all that has ever been done for horticulture.

PROF. WM. B. ALWOOD,

Virginia College and Experiment Station.

The man who always does most says the least. Your good works will bless humanity long after you have said "Good Night." Your work is always a source of inspiration to me, and I am continuously wondering "What will he accomplish next?"

COL. G. B. BRACKETT,

U. S. Dept. of Agriculture, Washington, D. C.

What the Newspapers Have Said About the Originator of the Maynard Plum.

Of great importance to nurserymen is the work of Luther Burbank of California. He is engaged exclusively in the production of fruits and flowers which are new in the highest sense of the word. It is wholly a private enterprise, and the most extensive of its kind on earth.—*National Nurseryman*.

California may well be proud of the rare work done by Luther Burbank.—*California Fruit Grower*.

With what success Burbank has worked and pondered all the world knows.—*New York World*.

The benefit accruing to the world from these new creations in fruits and flowers is incalculable.—*Texas Farm and Ranch*.

The extent of his work shows how much must be done before one good variety can be brought forth, and how ardent must be the zeal which sustains any individual through long years of labor, expense and uncertainty. It can hardly be expected that many other persons will enter the field with so much enthusiasm, determination and ability.—*Garden and Forest*.

If we were asked who, of all the citizens of California, is the most prominent in the eyes of the world, and who has done most to deserve the thanks of his fellow citizens, we should make haste to repeat the name of Luther Burbank.—*Vacaville Reporter*.

Burbank is the Edison of Horticultural mysteries.—*San Francisco Call*.

His yearly additions to improved varieties of fruits, vegetables and flowers mark him as one of the most wonderful and beneficent men of the nineteenth century.—*San Jose Mercury*.

The greatest horticulturist that the world has ever known.—*San Jose Herald*.

Mr. Burbank has become famous the world over for his success in creating new fruits and flowers.—*New England Florist*.

The production of a few such varieties as the above should prove full consolation and reward for the labor Mr. Burbank puts forth. To get one such fruiting variety he has to fruit thousands, all the rest of which are probably worthless through reversion to the wild type, but this is the price which the devoted originator of new varieties has to pay for his victories.—*Pacific Rural Press*.

The fame of Luther Burbank increases with each day.—*Santa Rosa Republican*.

He has done more than any other man ever did with fruits, and to this must be added achievements greater than can be conceded to any other man with flowers. In his breadth Mr. Burbank stands alone.—*Sunset*.

The fame of Luther Burbank extends to all quarters of the globe.—*San Francisco Chronicle*.

The products of his garden laboratory will doubtless be enjoyed by countless thousands long after the antics of many who now seek to monopolize attention are forgotten.

Mr. Burbank is doing a stupendous, an unequaled work. That any one man can do the work—nay, the tenth of it—passeth the understanding.—*Rural New Yorker*.



The above cut shows the habit and growth of the **Maynard**, together with height in feet. The Trees shipped will be somewhat branched, as these trees have been pruned for budding wood. After planting purchasers should prune the trees back to a height of 3 feet and allow the tree to branch at this height, rubbing off all buds on the stem excepting those desired to form the head of the tree.

The Oregon Nursery Company.

THE OREGON NURSERY COMPANY is located at Salem, Oregon, in the far famed Willamette Valley. Here the soil and climatic conditions are such as to insure a strong, healthy, vigorous and well ripened nursery tree. The summers being long, dry and cool during the later part of the season and the winters mild and moist, trees propagated in the Willamette Valley transplant and grow better than from any other place in the United States. Digging and shipping begins about October 15th and continues without interruption until April 15th. Trees can be ordered shipped from our nurseries at any time during this period, and arrive at destination at the proper time for planting in any part of the United States and Canada. We also have cold storage facilities in which trees can be held until a later date if desired by purchasers.

Trees of the **Maynard Plum** are propagated on the grounds of the Oregon Nursery Company by the best and most approved methods known to the nursery craft, and each tree of the **Maynard** will be examined by an expert, and none will be sent out that may show a defect or blemish in any way, and all trees will be graded to a standard height of 4 to 6 feet, as shown on page 17, and to each tree will be attached the **Maynard** aluminum label, trade marked under the laws of the United States, bearing on the one side the inscription of Luther Burbank, the originator, and on the other side a basket of ripe fruit of the **Maynard Plum**, as shown below. This label will be the guarantee to purchasers of the genuineness of the **Maynard**.



FAC-SIMILE OF THE MAYNARD LABEL.

The **Maynard** will be sold to the Horticultural Public through the medium of legitimate nurserymen everywhere, under a contract guaranteeing a uniform price named hereafter in this catalogue. Nurserymen who are authorized to sell the **Maynard** will be furnished with a certificate of such authority signed by the **Oregon Nursery Company**.

The Prices of **Maynard Plum** Trees will be as follows:

Trees strictly first class	4 to 6 feet high	each	\$ 2.50
Trees	" " 4 to 6 "	per 6	13.50
Trees	" " 4 to 6 "	" 12	25.00
Trees	" " 4 to 6 "	" 50	100.00
Trees	" " 4 to 6 "	" 100	190.00

Securely packed with Oregon Moss, the finest packing for long distance shipment in the world, which will insure the trees arriving in perfect condition at any point no matter how far distant.

All remittances should be made by U. S Money Order, Express Money Order, Registered Letter or Bank Draft. Do not send personal checks or stamps.

All communications should be addressed to

OREGON NURSERY COMPANY, Limited.

Salem, Oregon.

As this catalogue will be read by many who are not acquainted with the **Oregon Nursery Company**, we herewith append a few references from business men in Salem. For further references write to any bank or business man in Salem, Oregon.

Capital National Bank.

Salem, Oregon, Dec. 17, 1902.

To whom it may Concern:

I cheerfully certify to the reliability and responsibility of the Oregon Nursery Company, whose statements I regard as entitled to full credit.

J. H. ALBERT, President.

Supreme Court of the State of Oregon.

Salem, December 12, 1902.

To whom it may Concern:

This may certify that I am acquainted with, and for about ten years have personally known Mr. M. McDonald and Mr. A. McGill, President and Secretary respectively of the Oregon Nursery Company, of Salem, Oregon. They are upright citizens, honest in their dealings and respected by all who know them. They are experienced nurserymen, who by their knowledge of the details of the business in which they have been engaged during the period of my acquaintance, their ability in selecting and growing stock suitable to the section of the country in which it is offered for sale, and their probity, have imparted to the Oregon Nursery Company, at home, where it is best known, a recognized commercial standing that makes it an object of pride to our citizens. I therefore take great pleasure in recommending the company and its officers as being worthy of confidence and patronage.

Very respectfully,

F. A. MOORE, Chief Justice.

Marion County, County Clerk's Office.

Salem, Oregon, Dec. 2, 1902.

To whom it may Concern:

Among the solid and reliable industries of this city, none stand higher than the Oregon Nursery Company, whose home office is located on the west side of Twelfth street near the S. P. Co.'s Passenger Depot. The President, M. McDonald, Secretary and Treasurer, A. McGill, are men of sound business and financial integrity. This company has been doing a large and lucrative business, covering a territory embracing nearly all the States and Territories west of the Mississippi, for the past ten years. To those wishing to do business in their line, I recommend them as safe and reliable.

JOHN W. ROLAND,
Clerk of Marion County.

The Oregon Statesman.

Salem, Oregon, Dec. 5, 1902.

To whom it may Concern:

I wish to testify to the absolute reliability of the managers of the Oregon Nursery Company. As individuals and as a company, they are amply good for all their undertakings financially. Further than this, their intentions and transactions in every particular are good and clean. They are among the best and most accommodating business men of the whole State of Oregon.

Respectfully,

R. J. HENDRICKS,
Publisher Oregon Statesman,
Pacific Homestead, etc.

Salem, Oregon, Dec. 17, 1902.

To whom it may Concern:

This is to certify that I am personally acquainted with the members of the firm of the Oregon Nursery Company and know them to be perfectly reliable, and their standing in this community is very good.

JOHN H. SCOTT,
County Judge for Marion Co.

City of Salem.

C. P. BISHOP, Mayor,
N. J. JUDAH, Recorder,
D. W. GIBSON, Marshal,
JOHN MOIR, Treasurer,
J. P. FRIZZELL, Street Com'r.,
W. W. JOHNSON, Chief F. D.

Salem, Oregon, Dec. 11, 1902.

To whom it may Concern:

It affords me pleasure to vouch for the commercial integrity and business standing of the Oregon Nursery Company, of this city, and for the unquestioned personal rectitude of the proprietary members of the company, Messrs. A. McGill and M. McDonald. In their particular field of investment, the nursery business, they are looked upon, in this community and state, as thoroughly skillful, reliable and honest, and any business confided to them will be handled in the same upright manner they dispose of their own affairs.

Very truly,
N. J. JUDAH, City Recorder.

Salem, Oregon, Dec. 8, 1902.

To whom it may Concern:

We have been acquainted and have done business with the Oregon Nursery Company for a number of years, and have found them very correct and reliable. Our dealings with them have been of a most pleasant nature, and it gives us pleasure to recommend them.

Respectfully,

GRAY BROS.,
Hardware, Iron and Steel,
stoves and Tinware.

Salem, Oregon, Dec. 11, 1902.

To whom it may Concern:

I have known the managers of the Oregon Nursery Company for the past ten years and have had business relations with them during the entire time and have always found them perfectly honest and trustworthy and can heartily recommend them to any one in need of anything in their line. They are by far the largest and most progressive nursery company in our state at the present time.

JOHN HUGHES.

Salem, Oregon, Dec. 11, 1902.

To whom it may Concern:

During the past ten years I have been personally acquainted with A. McGill, Secretary, and M. McDonald, President, the managers of the Oregon Nursery Company, and take pleasure in recommending them as energetic and reliable business men who are worthy of confidence. My business and social relations with them have always been very agreeable. They are looked upon in this city as perfectly honest and reliable in their business dealings and their personal honesty and rectitude is unquestioned.

C. P. BISHOP,
Mayor of Salem.

Salem, Oregon, Dec. 12, 1902.

To whom it may Concern:

Having been well acquainted with A. McGill and M. McDonald, the managers of the Oregon Nursery Company, for the past ten years, and having had extensive business relations with them in my present position, it affords me pleasure to recommend them to any party in need of anything in their line. Their personal rectitude and honesty is unquestioned and I am certain that any business entrusted to them will be handled in an upright manner.

EDWARD HIRSCH, Postmaster.

ASTOR LENOX TILDEN FOUNDATION
500 FIFTH AVENUE, NEW YORK, N. Y.

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To whom it may concern :

This is to certify that we, the OREGON NURSERY COMPANY, Ltd., of Salem, State of Oregon, have entered into an agreement with the WASHINGTON NURSERY COMPANY, of Toppenish, State of Washington, by which we assign to the said WASHINGTON NURSERY COMPANY the right to sell and contract to deliver at the proper time trees of the Maynard Plum at regular retail prices. All of which trees will have attached at the time of delivery as a guarantee of genuineness the Maynard Plum label, bearing on one side the inscription of Luther Burbank, the Originator, and his name printed thereon, and on the other side a basket of ripe fruit with the words "Maynard Plum."

OREGON NURSERY COMPANY, Ltd.



MAYNARD PLUM

Originated by Luther Burbank, that great master of Modern Horticulture. In size it is very large, often measuring seven and one-half inches in circumference. Form nearly round, slightly flattened at the ends, of richest, crimson purple, deepening to royal damask as full ripeness is reached. Tree hardy, vigorous and compact grower. Leaves dark glossy green. Bears immense crops of even sized fruit while very young. Never fails. Surpasses all other varieties in keeping and carrying qualities. Flesh firm even when dead ripe, but melting and juicy with a deliciousness indescribable. Will command the highest price in both home and foreign markets.